

**STONE TOWN COUNCIL**

**Town Clerk**

Les Trigg

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20 December 2018

A meeting of the **TOURISM & TOWN PROMOTION SUB COMMITTEE** will be held in **St Michael's Suite at the Frank Jordan Centre, Lichfield Street, Stone**, on **TUESDAY 8 JANUARY 2019** at 7.10 pm or on the rising of the Planning Committee, if later.

I trust you will be able to attend.

Les Trigg  
Town Clerk

Councillors: Mrs J. Hood (Chair), I. Fordham (Vice Chair), P. Leason, J. Davies, Mrs J. Piggott, M. Williamson and Mrs C. Collier

**AGENDA**

1. **To receive apologies for absence**
2. **Declarations of Interest and Requests for Dispensations Received**
3. **Representations from Members of the Public**

To consider representations from members of the public on items to be considered at this meeting, in accordance with the Council's scheme of public participation

4. **Budgets 2019-20 to 2021-22**

To consider the report of the Town Clerk (attached)

5. **Stone Town Centre Development Strategy**

To receive a report from the Chairman of the Sub-Committee and working groups:

- Town Centre Appearance and Environment Working Group
- Town Centre Events and Attractions Working Group
- 'Town Centre Partnership'

6. **Update from Working Groups**

- Commemoration to mark 100 years since the end of World War 1 in 2018

Please note that other working group reports are considered under item 5

Will any Councillors who wish to speak at this meeting, but are not members of the Sub-Committee, please inform the Chairman before the start of the meeting

Members of the public are welcomed to attend the Tourism & Town Promotion Sub-Committee Meeting as observers and/or to make representations to the committee in accordance with the Council's scheme of public participation. Details of this scheme are displayed in the Council's notice boards and are also available from the Town Council.

**Stone Town Council – Tourism & Town Promotion Sub-Committee**

**8<sup>th</sup> January 2019**

**Tourism and Town Promotion Sub-Committee Budget 2019-20 to 2021-22**

**Report of Town Clerk**

**Introduction**

1. The purpose of this report is to determine the level of budget for services under its control that the Sub-Committee wishes to recommend to the General Purposes Committee meeting on 22<sup>nd</sup> January 2019.

**Background**

2. The General Purposes Committee on 18<sup>th</sup> December 2018 considered the standstill budget for 2019-20 and indicative figures for the next two years based on a number of assumptions contained within the report.
3. The figures for this Sub-Committee are:

<b>Actual</b>		<b>Budget</b>	<b>Forecast</b>	<b>Budget</b>	<b>Budget</b>	<b>Budget</b>
<b>2017-18</b>		<b>2018-19</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>	<b>2021-22</b>
<b>£</b>		<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
13,135	Christmas Lights	15,000	12,300	15,000	15,500	15,900
675	Advertising	5,700	100	0	0	0
16,899	Tourism & Town Promotion	21,500	21,300	21,100	21,700	22,300
0	Community Bus	3,600	3,600	0	0	0
<b>30,710</b>	<b>Tourism &amp; Town Promotion</b>	<b>45,800</b>	<b>37,300</b>	<b>36,100</b>	<b>37,200</b>	<b>38,200</b>

4. In respect of the figures above, Members should note:
  - a. The Christmas Lights budget includes the cost of providing the lights, and the electricity to run them, but not the costs of the switch-on event which are included in this Committee's Tourism & Town Promotion budget. The budget reflects the agreed contract payments to Christmas Plus together with a contingency for maintenance and replacement of the infrastructure and Council owned lights.
  - b. An amount of £5,000 previously included within the Tourism and Town Promotion budget for advertising and publicity across the Council has been transferred into the Administration budget from 2019-20 for use across the Council. Promotion for specific town events will continue to be charged as part of the event costs.
  - c. The Tourism and Town Promotion budget for 2019-20 onwards includes provision for hanging baskets throughout the town centre (£5,000), the Christmas lights

switch-on event (£3,000), and a general contingency for town promotion events, including the Music Festival (£13,100). Inflation is also added to these figures.

- d. The Community Bus budget in the current year represents an amount transferred from the Grants budget to meet the cost of the pilot scheme. No provision has been made in the budget at this stage for continuation following the pilot, so this will need to be considered separately.
5. As reported to the meeting of the General Purposes Committee on 18<sup>th</sup> December, the standstill budget is just the starting point for the budget process. Members will want to review this standstill budget and the amounts provisionally included. In addition, there are likely to be other areas where Members will want to undertake new developments or stop/change the things that the Council is doing now.
6. The Sub-Committee is asked to consider the standstill budget and any areas of growth or savings which they would want to be taken into account in setting the budget for 2019-20 and future years.

### **Recommendations**

7. Members are asked to recommend their proposed budget for consideration by the General Purposes Committee on 22<sup>nd</sup> January 2019.